

CEBIT®

ASEAN Thailand

ASEAN's Business Platform & Festival
for Innovation & Digitization

18-20 October 2018

Hall 7-8, IMPACT Exhibition & Convention Center
Bangkok, Thailand

- **10,000 sqm** of innovation & technology showcases
- **300+** global exhibitors
- **8,000+** key decision-makers

Organizer



Show Hosts



Show Consultant



Supporter



www.cebitalasean.com

Digital Innovation Meets Business @ CEBIT ASEAN Thailand 2018

- CEBIT, Europe's most successful business festival for innovation and digitization comes to Thailand - CEBIT ASEAN Thailand 2018.
- ASEAN, along with the rest of Asia, is a bright spot for economic growth and dynamism.
- CEBIT ASEAN Thailand offers infinite possibilities for businesses wishing to be at the forefront of innovation, technology, workplace and culture. From Cloud Technology; IT Security; Big Data; IOT; Software and Hardware Solutions; to Emerging Technologies

Hosted by Ministry of Digital Economy and Society & Ministry of Science and Technology of Thailand

With strong support from the government, CEBIT ASEAN Thailand 2018 will attract technology professionals and business leaders from diverse industries including financial services, automotive industry and government, through to property, manufacturing and media, representing the whole breadth of the technology sector.

Why exhibit?

CEBIT ASEAN Thailand puts you at the forefront of your industry.

- **Generate** sales leads
- **Reach** new markets
- **Showcase** innovation
- **Network** with the industry elite
- **Strengthen** existing client relationships
- **Stand out** from your competition
- **Be part of** a global community



Why Thailand?

THAILAND'S DIGITAL ECONOMY

The Digital Economy is expected to play a critical role in every industrial sector in Thailand and is estimated to contribute 25% to Thailand's GDP by 2027¹

25%

Contribution
to GDP

THAILAND DIGITAL MARKET LANDSCAPE

The driving force behind Thailand's digital economic growth is the high internet penetration rate and large base of social media users²

Social Media
Users
46 Million
Penetration
(67% of
population)

21%
growth from
2016

Smart Phone
Users
48 Million
(70% of
population)






10%
growth from
2016

Urbanization
68 Million
(52% of
population)

Internet Users
46 Million
Penetration
(67% of
population)

21%
growth from
2016

Thailand Internet and Social Media Penetration, Global Ranking in 2016²

-  **16th** Internet Penetration (**67%**, **46 Million**)
-  **3rd** Time Spent Online (**6.4 hours**)
-  **2nd** Number of Line Accounts (**33 Million**)
-  **8th** Time Spent on Youtube (**Average 1.7 hour**)
-  **7th** Social media Penetration (**46 Million**)

1. Ministry of Digital Economy and Society, 2017
2. We are social and Hootsuite, 2017

d!conomy

Where business happens!

Raise your profile, showcase your latest solutions and **meet the right decision makers** with purchasing power. Your opportunity to meet CIO's and CTO's, entrepreneurs and tech enthusiasts, representing governments and corporates.

While d!conomy showcases all forms of innovations, the exhibition focuses on **6 technology segments**

- Communications, Network Infrastructure and Security
- Data and Cloud
- Business Solutions
- Peripherals and Accessories
- IOT and Smart Technology
- Emerging Technology (AR/VR/ UAV/ Robotics/ 3D Printing)



d!tec

Champion new ideas!

d!tec is the meeting place for Thai and international start-up community – linking business-ready entrepreneurs, developers and start-ups with incubators, accelerators, investors and mentors.

d!tec Village – d!tec has **100+** heavily subsidized stands available within the exhibition for the dreamers, the forward-thinkers and the doers. Our basic criteria are:

- Less than 10 employees
- Less than 2 years in business
- Technology driven start-up
- Ideation to funding to growth stage
- Companies with revenue less than USD2 million



d!talk

Knowledge matters!

You're an expert with lessons to share. Get recognition from industry colleagues and take advantage of networking opportunities with other technology professionals, industry experts and thought leaders from the region. By becoming an event speaker, this is an opportunity for exhibitors, sponsors or tech gurus to increase visibility in CEBIT to qualified technology industry attendees.

We are looking for speakers who will not pitch products, companies or services but will inspire with know-how on:

- Artificial Intelligence
- Big Data & Analytic
- Cyber Security
- Smart Manufacturing

We also would like to hear from our exhibitors and sponsors who would like to organize an independent seminar or workshop to a targeted audience during our 3-day exhibition. Get in touch and let us know your requirement.



d!campus

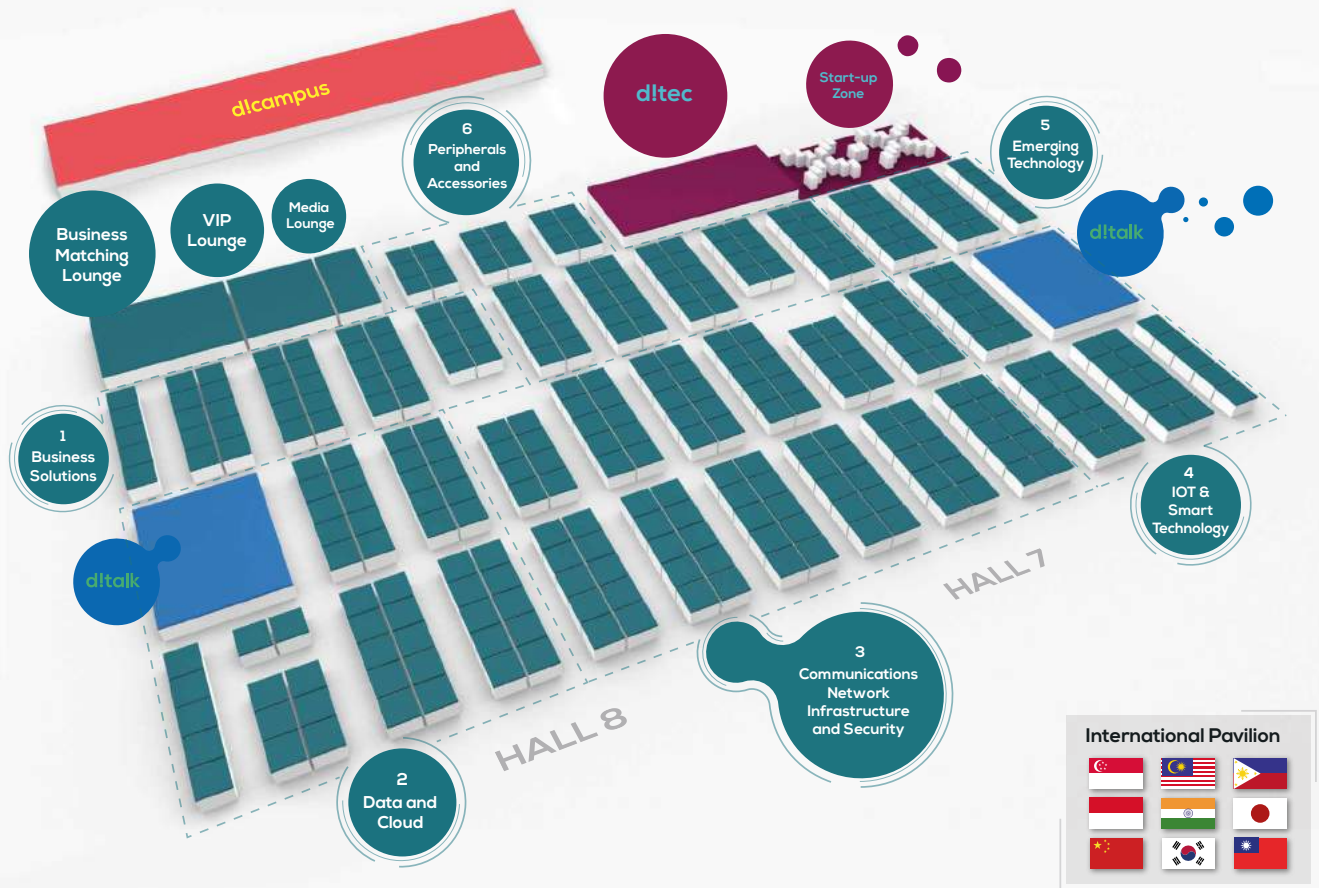
Work hard, play hard!

Hear, taste, and feel the digital life!

Targeted for our sponsors and key exhibitors who would like to have a display or demo area right where the action is, with live bands, performances and fantastic street food. A separate VIP lounge will be available where you can wine and dine your clients. A fun and unique way of networking and impressing your clients. Get your brand advantage when an audience of tech enthusiasts start partying in the evening. Emotion meets technology.



1 Event, 4 Stages @ CEBIT ASEAN Thailand



Who should exhibit?

If your organization is in the digitization and/or technology business, you should reserve your booth now!

Data & Cloud



Fintech



IOT & Smart Technology



Business Solutions



Cyber Security



Communication



Artificial Intelligence



- Digital Business
- Education

- IT Hardware & Software
- M2M

- Mobility
- VR/AR/MR

Who will visit CEBIT ASEAN Thailand?

CEBIT ASEAN Thailand 2018 will be attracting the largest audience of **8000+** technology professionals across Southeast Asia, from following sectors:

- Automotive industry
- Banking & finance
- Public administration
- IT trade/Wholesale/Consultants
- Media industry
- IT services & consulting
- Start-ups

- Manufacturing
- Energy business
- Venture capital
- Transport & logistics
- Travel & tourism
- Hardware manufacturers
- Electrical and electronics
- Property and real estate

Secure your stand, call now!

- A) Standard Furnished Booth (Min 9 sq.m): **USD 350 Per sq.m**
*Corner fee: USD 150 per additional corner
- B) Raw Space (Min 18 sq.m): **USD 300 Per sq.m**
*Corner fee: USD 150 per additional corner
- C) Start-up Counter: **USD 715**
- D) Registration fee: **USD 250** per exhibiting company

* Above prices are subjected to 7% VAT at the prevailing rate, and are subjected to change

For enquiries, please contact:

INTERNATIONAL BOOTH SALES (EXCLUDES EUROPE)

Ms. Wong Wing Yan • Tel: +66(0)-2833-5013 • Email: wingyanw@impact.co.th

Ms. Sisi Zhou • Tel: +66(0)-2833-5198 • Email: sisiz@impact.co.th

Ms. Serenity Li • Tel: +66(0)-2833-5331 • Email: serenityli@impact.co.th

THAILAND BOOTH SALES

Ms. Pornnicha Meesing • Tel: +66(0)-2833-5370 • Email: pornnicham@impact.co.th

Ms. Saowaluk Chaypopuck • Tel: +66(0)-2833-5284 • Email: saowalukc@impact.co.th

EUROPE BOOTH SALES

Ms. Sandra Mathews • Tel: +49-511-8931418 • Email: Sandra.mathews@messe.de

MARKETING & PR

Ms. Chanakarn Wardkeian • Tel: +66(0)-2833-6338 • Email: chanakarnw@impact.co.th

OTHER EVENT ENQUIRIES

Ms. Peerayaphan Pongsanam • Tel: +66(0)-2833-5126 • Email: peerayaphanp@impact.co.th

SHOW SUPPORTERS



FOLLOW US ON



@cebitasean

www.cebitasean.com